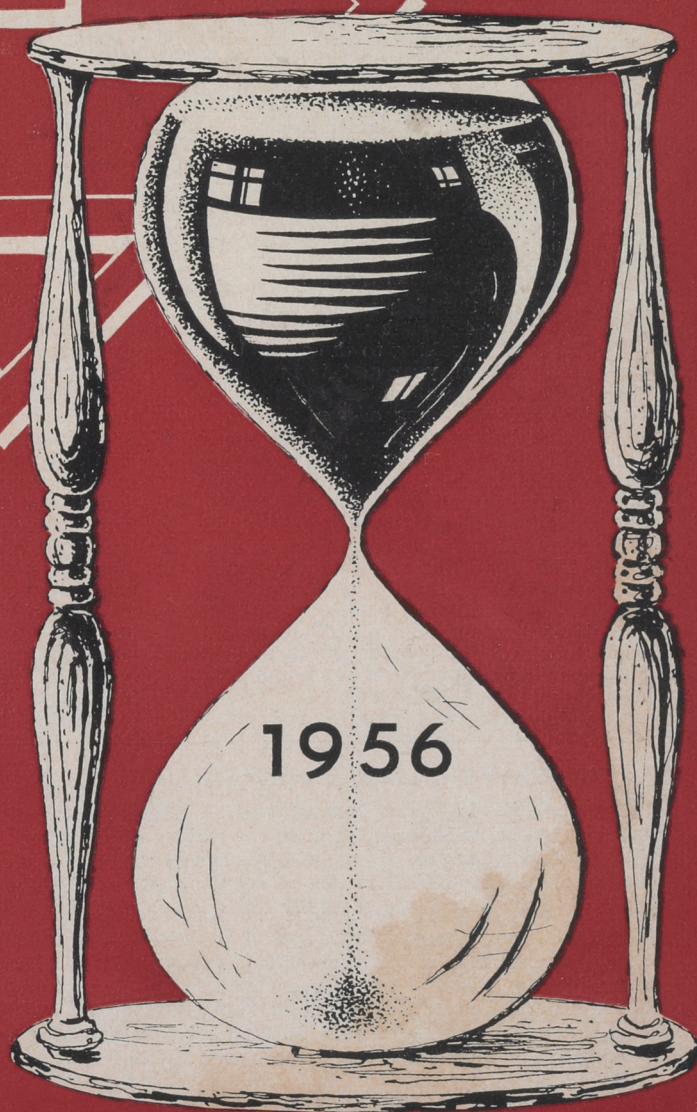


J A N U A R Y

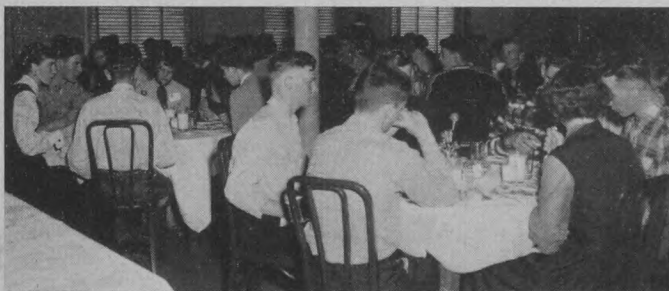


EATON'S
Starts Second
Half-Century
of Service
To the West



CONTACTS

4-H Clubbers Enjoy Eaton's "Winnipeg Week"



At left—Some of the young Agriculture and Home Economy 4-H members present at the luncheon in the Assembly Hall. Top right—Miss Pat Wright who tendered the visitors' thanks. Below at head table, left to right—R. Posten, Provincial Agriculture representative, Eriksdale; Miss Yvonne Murray, Provincial Home Economist, Swan River; E. G. Rogers, M.O. Operating manager; F. G. Muirhead, assistant superintendent, Mail Order; J. R. Bell, Deputy Minister of Agriculture, Manitoba; Chairman A. J. Day, Order Office management; A. H. Young, Mail Order superintendent; W. L. Palk, Store superintendent; W. S. Fraser, assistant commissioner, Board of Grain Commissioners; Miss Isabell Hamilton, Provincial Home Economist, Shoal Lake; F. Muirhead, Provincial Supervisor of 4-H Clubs.

"We can tell the high regard this Company holds for 4-H Club work," said our Mr. Muirhead, speaking to the group, "by the fact that each year at this luncheon, we show a notable attendance of the 'top brass' of our Winnipeg organization."

The fact that at one fair he had seen a young lady in the fashion parade in clothes she had made, and a little later saw her parading the grand champion calf which she had raised, showed how versatile and competent 4-H work made its members.

4-H Clubbers again had made a remarkable impression at the Toronto Royal Winter Fair competitions. Manitoba, in fact, had almost "swept the boards," and he did wish that now the provincial representatives would win an Eaton scholarship — Alberta again won this year.

The Company was pleased and privi-

leged to be able to help this work, and to have the more than 100 district winners as their guests for Winnipeg Week, when the Provincial Government Extension Service and other Manitoba businesses joined in making their visit a pleasant holiday.

He believed, said the speaker, that work by the former 4-H Club members had done more to counteract the effects of present conditions than any other organization—what with diversification of crops and livestock projects. With one member now for every five or six farms, they would prove even more effective in the future.

Thanks were returned by Miss Pat Scott of the Hilton Clothing Club, and the Clubbers then departed for other engagements on their busy schedule of industrial-plant and other business visits, sports events and theatre parties.

"COMBINES" BOWLER TOPS WASSON PLAY-OFF

And here she is—Signe Jonsson of M.O. Department 5, Stationery and Books, and a member of the Combines (Mail Order Saturday Afternoon League). Signe, who bowls a general average of 167, was a volunteer to fill in a team—one of two that the Combines had entered in the Sam Wasson trophy city-wide competition.

That Saturday, December 10, was "Siggy's Day"—for she bowled away over her head as they say—a 298, a 287 and a 267 for a three-game total of 852 which beat everybody in the play-off and gave her the prize for that achievement. Congratulations, Miss Jonsson, from all the Eaton leagues, both on being score leader and on getting your name in the local newspaper's "hall of bowling fame."





The children's choir sang with spirit and in good tune, too; Nancy Sydor and Shandra O'Shaughnessy sang and tapped (Sandra is granddaughter of Ernie Beatty, Display). The crowd was "on its toes" as presents were handed out, and Santa's helpers, Alex Patterson, Eric Moore, Tom Giles, Art Hammond (next to Santa) and Alex MacDonald worked really hard!

OVER TWO HUNDRED KIDDIES MEET SANTA CLAUS AT CARETAKERS' CHRISTMAS PARTY

But we believe that the grown-ups, who were there in about equal numbers, really got the biggest thrill out of the whole thing! For as parents and grandparents they more than share in the proceedings at this big annual party — they're as excited as the youngsters!

Wednesday, December 7, again provided a real winter night, but the cold didn't get into the Scott Memorial Hall. Everything there was warm and merry and bright! Again the committee did a wonderful job—for which we understand a whole lot of credit goes personally to Eric Moore for working so hard on the

making-ready for the party and giving out of the presents. What amazed many, too, was the never-failing ability of Tom Giles to recognize and point out the scores of kiddies by name.

It was a grand evening, in the grand tradition of 132 and allied departments' affairs. The children's choir, Senick the Juggler, the general sing-song led by Mr. B. Sutherland, the pianistic agility of Vic Taylor, accompanist—and later, the hot drinks, chocolate milk, generous "eats"—all call for and get a great big "Thank You" to all those (and to Santa Claus) who worked so well and hard to add this 1955 party to the record.

LONG-SERVICE ANNIVERSARIES — JANUARY 15-FEBRUARY 15

FIFTY YEARS

Angus L. Osborne, M.O. Mdse. Jan. 23

FORTY YEARS

J. W. Moore, M.O. Assembly. Feb. 3

W. J. Johnston, M.O Men's Clothing. Feb. 8

THIRTY-FIVE YEARS

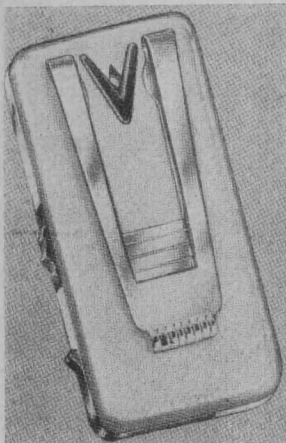
Miss Eva Dubois, Printing. Jan. 24

J. Verdiel, M.O. Men's Furnishings. Feb. 10

TWENTY-FIVE YEARS

W. J. Allan, Candy Factory. Feb. 2

Thanks from Contacts to Editor Mike Walsh of Eaton's "Coastal Currents," for supplying us with the picture and story of Mr. K. M. English's quarter-century celebration at Vancouver Mail Order (Page 7). Also for the pictures he sent out to all magazines showing scenes from the Grey Cup football final in that city.



Transistors . . . They're Wonderful!

Among other things, they've made possible the superlatively light and efficient electronic Dahlberg devices now available in Eaton's Hearing Aid Centre on our Fourth Floor.



If we said Transistors are a modern marvel, we'd be stating just the truth. Their invention and development have made possible the change from the heavy batteries and battery packs needed previously for hearing-aid power.

Today it is possible to contain the whole apparatus of hearing aids in the actual sizes we show here. The larger is a three-transistor model, neat enough to clip behind a tie or wear barrette style, with the fine cord carrying the power to the tiny

mould (ear button). This, and other similarly small-sized instruments have adjusting operation for both power and tone range.

The "wee one" is a creation for special occasions — can be worn right behind the ear without the use of cord or receiver button; in the case of ladies, for instance, under the hair-do back of the ear. This tiny hearing aid can supply just what many need for special meetings or groups, when ordinarily they can manage without; or take the place of regular ones for special social occasions.

Our picture shows Mr. Arnie Monk of the Hearing Aid Centre, using the testing apparatus—special ear-phone and audiometer machine which check on each ear and gauge the extent of the clients' needs.



Transistors are still in the "rare" class; the fine crystals used in this electronic amplifying process are specially impregnated with impurities, as it is only by such treatment that they can be made to work—highly scientific creations, they are!

Fine new hearing aids do cost money to buy though they operate, actually, for a few dollars per year. Nobody hesitates to buy a washer, vacuum cleaner, television or radio for labour-saving and entertainment nowa-

days, then why do so when a basic need like hearing is at stake.

If you're like us, just plain wanting-to-know, you'll note these marvels with interest. If you are in need of hearing aid, then we believe you'll be positively astounded at what modern science has brought within your reach in such a compact way, for your restoration to the pleasure of satisfying hearing.

Warehouse Efficiency Contest Provides Close Results

With the aggregate marks (out of 200) spread as narrowly as from 174 to 195, the second month's scoring sees a closely-drawn line-up for leadership. First scoring found 253 at top, with 55, 70, 181, 1747-57 and 260 all bunched in second place; 72 third; also another four sections within five marks of the leaders.

Second scoring finds 253 (Store Hardwares Warehouse) still leading with 195; 55 (Farm Machinery) second with 192; 260 (T.V., etc.) third with 191; 1747-57 (Box and Bag Factory)

Four

tied with 259 (Electric Refrigerators) for fourth.

It will thus be up to the top ones to work hard to hold their standing, while the others—as they surely will—make higher figures and thus give the judges a real job in deciding from now on. Meanwhile, everybody benefits—from freedom from hazards, better availability of stocks, material, service needs; and from the ability to work better and easier when clutter does not bother one. Nice going, is what we say from a look at these results!



Jewellery Department's Tenth Christmas Party

The Albany Room of the Assiniboine Hotel was the scene of the Tenth Annual Christmas party of the Jewellery Departments. It was a gay and happy time for all attending—one of the best parties yet!

Over a hundred members and friends of the Store and M.O. Jewellery and Hand Bags Departments, Jewellery and Watch Repairs were present, and the evening was one of relaxation and pleasantness in a beautiful and seasonable setting. Dancing and fun were enjoyed by all. A highlight of the evening was the vocal entertainment provided by the Fort Garry Four male quartet.

Mr. A. Cranston, as M.C., extended thanks to all the staff for work and co-operation in the past year, and extended sincere Christmas greetings to all. Among the guests were Mr. Bruce Sutherland, Personnel manager, and Mrs. Sutherland.

Special mention must be made of the excellent and delicious buffet supper prepared for the occasion by the Albany Room manager, Mr. Alex Scalena. It topped off a delightful evening.

As the festivities drew to a close, Roy Firth was called on to sing the ever-popular "Bless This House" (we like to think that means Eaton's and Eatonians on these occasions, Roy—Ed.); and with Mrs. Sutherland accompanying at the piano, everybody joined in singing "Silent Night."

Thanks again, as every season, to the hard-working committee which looks after this party—this year's group consisted of Ruth Evans, Don Wilson, Roy Firth and Stefan Johnson.

VISITING CURLERS ENTERTAINED BY EATONIANS

The evening of Saturday, December 17, some of the Eaton curlers made an opportunity of repaying courtesies extended to them on past out-of-town visits.

A group of 25 curlers from Balmoral, Man., came in by bus and were afforded an evening of curling with a buffet supper following. Dave Shaw, Store Sporting Goods, took over the chairmanship for the evening and would like to say now "Thanks to the Eaton Curling Club for the use of the rink, the rocks and the rooms; and thanks also to the Eaton curlers

who helped me make this visit so pleasant and successful."

EATON CLUB CURLING is proceeding well, with the ice occupied practically every hour of available time. McGee Cup play-offs now each week-end. Fuller news next issue.

BADMINTON and **BRIDGE**, with the holiday season and stocktaking over, are now carrying along on schedule. "57" and "COM-BINES" bowling also. For **HOCKEY FLASH**, see Page 9.



Miss Margaret Begg



Top: Mr. Sam Hoey. Below: Mr. C. Schmidleitner.

Welcome to the Quarter-Century Club

MARGARET JEAN BEGG

Born at Fort William, Ontario, and starting with Eaton's Mail Order Exchanges on December 4, 1930, Margaret (Peggy) Begg "exchanged" her services shortly to M.O. Seeds and for several years exchanged between there and the Lingerie. Then she remained in the latter department until, 15 years ago, she went to M.O. Merchandise where she has been, undoubtedly, a "tower of strength" in its operations and a valued guide and help to many Mail Order personages.

This last statement was well supported by the wide and varied areas of work represented at the dinner and dance party in her honour held at the Paddock Friday evening, December 2, and the array of anniversary tributes on her desk.

The party of Mail Order friends was "chaired" by Mr. A. L. Osborne, Merchandise Office manager, and attended by Mail Order officials, department managers, and assistants and others, and their wives; also by Peggy's mother. A gift of fine luggage and a Royal Doulton figurine from the department, and an electric Mixette from M.O. department management, were surrounded by a glittering array of personal tokens on her desk that anniversary morning.

SAMUEL HOEY

That rather well-known city of County Antrim, Northern Ireland, by name of Belfast, was the scene of Sam's birth. His first five years here with Eaton's of Canada, were in the Receiving, followed by ten in night and then day Caretaking, and the last ten in Fire Protection, where he now looks after the night shift. A widower since 1953, Mr. Hoey has four children, Harold, Effie, Margaret and Leslie, and is proud, too, of his six grandchildren. As a bandsman for the Royal Canadian Engineers' reserve, he finds his chief recreational interest in music. Friends tell us, in fact, that not only is Sam great on the piccolo and flute, but is as good a fiddler of lively dance tunes as you'd wish to twirl to!

The morning of his anniversary day, December 10, Sam "roused up early" after his night on duty, and found himself the honoured man at two functions. At one, the Caretaking Department presented him with a handsome Gladstone bag, and at the other he received a clock-radio from Engineers. May he find them both of good use at home and on an anniversary trip!

CHARLES SCHMIDLEITNER

The girls of his departments were sure of the good nature of jovial Charlie when they decorated him with that very special meat-and-vegetable corsage on his anniversary morning, Thursday, December 15.



And his popularity was most enthusiastically evidenced by those handsome gifts — lovely leather two-suiter and Gladstone bags, a roomy folding Travel-pak, and travel clock. Easy to see that all the Grill Room kitchen and delicatessen staffs wish their energetic and capable chef a grand journey when he goes with his wife and daughter on a three-months' trip "back home" to Austria and other points.

The word "chef" hardly describes the wide area of Charles' work, we understand, as he is the expert both in buying and processing all Lunchroom kitchen meats and delicatessen; in fact, observed one colleague, there seems no end to what he is able to direct!

Member of the Eaton Angling Club — and looking after their catering when necessary; also some duck hunting, form his outdoor sports. Likes gardening—and we are told, the Schmidleitner garden is one to be proud of! May that overseas trip be a wonderful one!



LESLIE WILLIAM MANN

To Winnipeg-born Mr. Mann (shown left, above), assistant in Basement Meats Department, December 29 brought a quarter-century anniversary marked by continuous service in

the Meat Departments. During the second World War Les served with the R.C.A.F. as leading aircraftsman. Mrs. Mann is former Eatonian Winnie Allen, and they have a son, Melvyn.

On his anniversary morning his colleagues met to honour him, and on their behalf, Mr. M. Morrow presented gifts of a clock radio and a car radio so 'he shall have music wherever he goes'!

Outside of the endless little jobs that surround every man-of-the-house, Mr. Mann devotes time to Masonic lodge work.

THOMAS MONEY

Meat Departments honoured another staff member on December 31, which was the date when Tom Money's January 2 anniversary was celebrated previous to the holiday. Mr. Money, born at Minto, Man., has seen all his service in that section of the Meats.

From the department, presented by Mr. M. Morrow, he received a handsome "Two-Suiter" piece of luggage, and from the Workroom staff a utility travel case. A number of personal gifts also adorned his desk and flowers were sent to Mrs. Money. The gifts will prove very useful, says Tom (above, right), on their



projected holiday journey to Eastern Canada to visit relatives and friends. Daughter Edith, married, lives at Gainsborough, Sask., and son Jack and family are at Hamilton; and Tom is grandfather to twin boys and two girls.

Past master of Kilwinning Masonic Lodge, and member of Norwood Lodge, Mr. Money is also past patron of the Eastern Star Chapter. Congratulations are also in order to Mr. Money on succeeding Mr. Black (retired) as section head of the Sausage Workroom.

QUARTER-CENTURY CELEBRATED AT VANCOUVER

KENNETH M. ENGLISH

Manager of the Mail Order branch at Vancouver, Mr. English celebrated his quarter-century anniversary on November 24. Born at Watertown, Ont., he went to school at Windhorst, Sask., and started in Eaton's Budget Plan Office at Regina in 1930. From there he moved to the Central Office, then to Mail Order, and back to General Office, transferring to Vancouver in 1940.

The Company executives of the British Columbia organization gathered with his colleagues to honour Mr. English that morning, and on behalf of the Mail Order staff, Mr. J. Reid made the presentation of a three-piece luggage set.

On the evening of Friday, November 25, the Vancouver Managers' Association held a party for him at the Point Grey Golf Club,



when Mr. Viovetti made the presentation for the assembly, of binoculars and a camera lens. Our picture shows in order: Mr. F. W. Cranston, Mr. English, Mr. J. W. Reid, all of Vancouver Mail Order; and visitors Mr. T. Elliott and Mr. A. W. P. Harrison of Winnipeg.

TWO ANNIVERSARIES IN ONE FOR MR. ROBERTS



man, too, as his colleagues presented him not only with useful satin-bound wool blankets, but a fine handsaw. Here we see Jim (right) being congratulated by Mr. A. Arnason.

When driver James Henry Roberts (Jim, Jr.) had his 25th Eaton anniversary on December 9, 1945, the editor was able to report that not only had Jim been a quarter-century with the Company, but had served Route 12, River Heights, for about 20 years. When Jim celebrated his 35th anniversary December 9, 1955, he was able to say also "30 years on that same route." We judge it would have been longer, but for the first five years at Eaton's he worked in Dispatch Carriers. When last reported, too, the Roberts family consisted of a son and daughter; now Jim is a proud granddaddy to young Larry MacPherson.

Born south of England on the Channel Island of Guernsey, Mr. Roberts put in some years' service with Reserve Army Medical Corps; and for many years was scoutmaster for St. James' Church troop. He is still an active member of that church.

For activity outdoors now he likes to go fishing. We think he must be a bit of a handy-



34th Christmas Party at Middlechurch Home

Held by Eaton Employees' Charitable Fund

By bus and by car the representatives of Employees' Charitable Fund (president, Warren Bemister; secretary, Vic Fotheringham), Fund members, friends and wives, journeyed to the Old Folks' Home for the annual party and gift presentation by Santa Claus. Mr. Bemister acted as chairman, and Mr. W. L. Palk, superintendent, expressed the pleasure of the Company in being privileged to take part in the 'tween-holiday event, Wednesday, December 28.

The program arranged by Mr. Fotheringham, assisted by Mr. T. Miller, was a very entertaining one, and the various "turns" will be easily recognized in the pictures shown above. The Old-Tyme Band—Alex MacDonald, fiddler; Mrs. T. Hill, piano; Don Aikins, banjo. Trio—J. Carter, bass viol; Vic Taylor, piano; B. Elson, xylophone. Soloist and song leader, Hugh MacDonald (Vic Taylor, accom-

panist). Song and tap—Nancy Sydor (left). Sandra O'Shaughnessy; and bagpipes, Misses Beverley Giles (left) and Jean Marr.

For at least the fourteenth time, retired Eatonian Bill Hurlburt put his whole heart into a Santa Claus part that charmed the ladies and pleased the men, and Eugene Race and Joan Macdonald ably abetted him as Santa's clowns.

Gay headdresses, gifts for everybody, and refreshments after the show again carried the evening to a successful conclusion. Any little effort the group put into this party is many times repaid by the beaming smiles and hearty welcome received, and the evident pleasure afforded by the visit.

A thing, may we say, worth doing, and therefore worth doing well!



Boys' Parliament Lieutenant-Governor, Mr. H. L. McKinnon, addressing the young legislators: Mr. H. R. Screaton, chairman, seated. Some of the parliamentarians. Bottom, left to right: Mr. J. A. M. Edwards introduces the speaker; Ian Harland thanks the speaker; Alan Gardiner (for leaders) and Wally Fox-Decent (for boys) thank Eaton's.

"Parliament" Meets Again in Assembly Hall

Over a Hundred Tuxis and Older Boys Guests of Company. Here for 34th Boys' Parliament.

Chairman Ross Screaton, assistant superintendent, very graciously welcomed the Boys' Parliament, their leaders and their lieutenant-governor to the luncheon on Thursday, December 29. This is an annual event tendered to the representatives from Manitoba and North-Western Ontario.

Head table guests were: Mr. J. A. M. Edwards, Mr. F. G. Muirhead, assistant M.O. superintendent; Premier Lawrie Smith and Lieutenant-Governor Hugh L. McKinnon of the Boys' Parliament; Mr. H. R. Screaton, Inspector Leonard E. Smith (father of the Premier), Professors C. J. Robson, Mr. Barry Kerr, deputy Premier; Mr. W. C. Naylor.

Introduced by Mr. J. A. M. Edwards, the Lieutenant-Governor made a very moving speech to the young parliamentarians about the influence of their Christian belief on their lives, and in turn, on those around them. He said it was one of the greatest honours of his whole life to have been given the privilege of accepting the position of lieutenant-governor and to help in their deliberations.

Thanks for the speech were tendered by Ian Harland, and thanks to the Company by Alan Gardiner and Wally Fox-Decent. Interlude of entertainment by expert and witty Bob Swarts, local ventriloquist, and piano music by Eatonian Bert Kilgour were deservedly applauded.

High School Curlers Are Mail Order Division Guests at Boxing Day Party

Six hundred young devotees of the "broom and stane" called quits on curling Boxing Night to attend at the Concert Hall of the Auditorium as guests of Eaton's Mail Order. Arrangements were made by the Public Relations Office.

A rousing program of variety acts, was "emcee'd" by the inimitable Bert Baker, comedian and "off the record" artist. It included "Brad the Clown" whose mystifying (?) magic almost brought the house down; Walter Faryon, one of the best accordionists

we have heard in years, and a quartet of teenage dancers who were repeatedly called upon for encores. Harold Green accompanied at the piano in his usual fine fashion. After hearing the applause given these numbers, we know why curling is called the "roaring" game!

Hot dogs, soft drinks and chocolate bars topped off the evening, voted to be one of the best ever held. Our thanks to the staff of the Auditorium for their very valuable co-operation, and to the six Junior Executives who assisted.

—T. M. Miller

HOCKEY FLASH!

Vikings lead, 6 wins—12 points. Red Wings second, 4 wins, 2 losses—8 points.

Rockets advanced to third, 1 win, 4 losses, 1 tie—3 points. Gremlins, 5 losses, 1 tie—1 point.

Watch for notices of **Booster Night**.



Top left—"The Line"—Joe Leighton, left, as the "you can't do this and that" oldster; Moyra Horne and Neville Jennings next, lead parts as the Inquiring Young Hopefuls; front, Dave Swan and Joan Raudle "leave the line." Right, Frances Tease as the female "voice of experience;" Erma Kuligowski—"out of line—but living!"

Second row—Dave Swan, Arni Monk, Joan McTavish, Nellie Nicholls—the "moderns" meet the "earthy"—all are surprised! Right, Gwen Jones and Terry Martin, newly emerged at the Last Trump, greet a new life—only to be discomfited by Lawrie Freeman and Doreen McKenzie (shown below).

* * *

Stage Settings, Jim Spencer. Costumes, Moyra Horne. Make-up: Shirley Phipps, Jan Sequin, Terry Bennett, Marg Robertshaw, Dorothy Campbell, Barbara McCombs, Audrey Haysom, Trudy Bertrand. Prompters: Ethel Edwards, Donna Tosh.

* * *

LIGHTS! CURTAIN! GUILD PLAYERS PRESENT THREE ENTERTAINING ONE-ACT PLAYS

The Eaton Theatre Guild players, with Miss Norrie Duthie directing, studied hard and often to get these plays ready for a near-capacity house at the Y.M.H.A. on Thursday evening, December 1. We shared with the audience in a general feeling of having had a pleasing evening, one for which we all thank the Guild very heartily. Editorially, we should just go ahead and say what the plays were and whom they featured. Critically, we don't know whether we should, on the basis of our slight knowledge of theatre, undertake to do anything; but we'll risk a side glance or so among the reporting!

Two of the plays were chosen from the works of Elda Cadogan, first "The Other Half," and third, "Rise and Shine," both with unusual situations and many witty lines. Arni Monk and Nellie Nicholls, as primitive cave dwellers, had all the answers to the queries of Dave Swan and Joan McTavish, but not quite enough to detain the pair permanently amid their very down-to-earth surroundings. We could have wished for just a bit more "verve" in the action and, in the odd case, more vocal power, otherwise this play was done very well.

The other play by this author, a scene in a cemetery when the Last Trump is sounded, was a notable success, partly because of the very nature of the play and the wittiness of its lines. Technically, however, it was because of good casting, acting, staging and direction

(Continued on Page Eleven)

THEATRE GUILD PLAYS

(Continued from Page Ten)

to which the new addition to the group, Terry Martin, contributed splendidly in the part of a resurrected "modern" young chap. Gwen Jones was convincing in the part of the "come-to-life" young matron of the near-Puritan era—modest and dutiful but quite willing to give life another and more exciting try. Lawrie Freeman was entertainingly convincing as the petulant and tyrannical predecessor with Doreen McKenzie as his obedient—and slightly acidulous — wife. This play was pure fun and acted out that way!

"The Line," by Graham Murray, was an allegorical effort and we wondered if we were the only one to take a while to "get the idea." However, it did eventually develop that the line was not waiting for a theatre, movie, box-fight, wrestling or opera, but was the line of life leading to the grave (something like the poet's "paths of glory").

Spirited leads were taken by Moyra Horne and Neville Jennings in discussing and speculating and querying why they were there and for what. Joe Leighton was a real fuss-budget for propriety who knew all the reasons why one shouldn't "step out of line" on the way through life, and had Frances Tease aiding and abetting him. The parts played by "those who strayed"—Terry Martin, Erma Kuligowski, Joan Randle, Dave Swan (all of whom got out of line but seemed to like it)—finally convinced Neville Jennings and then Moyra Horne to go out and adventure, too. But Arni Monk as the rather righteous "cop" kept the others in line where, we presume, they will be for the rest of their natural lives. Altogether, we think all did well in this provokingly complicated creation.

Others stoically standing through their parts in "the Line" were: Una McKenzie, Muriel Paradis, Garth Gislason, David Miller, Mike Kowal, Sarah Slusman, Max Jennings, Donna Tosh, Doreen McKenzie, Dorothy Teichrob, Joan McTavish, Nellie Nicholls.

Sincere appreciation for the expert and entertaining music by Frank Wishneski, accordionist.

Thanks, all for a lovely evening; also to the Guild and Mr. G. Loveridge for our pictures.

* * *

Coming **THURSDAY, FRIDAY**
MARCH 22-23

A Major Two-Night Eaton Theatre Guild
Production at the **PLAYHOUSE!**

"THE NIGHT OF JANUARY 16th"

Mystery Comedy-Drama Directed by
Peggy Green

RESERVE THE DATE!

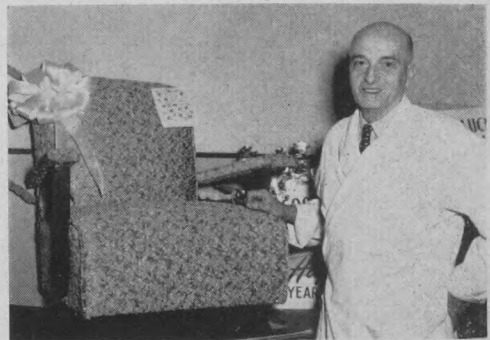
"There's Always Room for Improvement . . ."

and these people have all cashed in on **SUGGESTIONS** for betterment of service to customers and staff; for improved routine of business; for ideas leading to economy of operation; for precautionary measures leading to greater employee safety at work; and for suggestions adopted or constructive thinking rewarded. . . .

Mrs. L. Vadeboncouer,	
Staff Training (two items).....	\$15.00
Mr. Neil H. Draw,	
Hardwares Receiving	10.00
Miss Olive Eldred, M.O. Copying.....	10.00
Mr. D. Jones, Engineers.....	10.00
Mrs. S. Robinson, Telephones.....	10.00
Mr. C. Aldous, M.O. Exchanges.....	5.00
Miss Mable Dalman, M.O. Copying....	5.00
Miss L. A. Hantscharuk,	
M.O. Lingerie	5.00
Mrs. Rose Hinze, M.O. Sportswear....	5.00
Mr. J. Thom, M.O. Stationery.....	5.00
Mr. W. S. McClenaghan, M.O. Mdse.	5.00
Mr. R. E. Stimpson, Caretaking.....	5.00

IS THERE A BETTER WAY TO DO IT?
THINK—AND SUGGEST!
KEEP TRYING!

HAPPY RETIREMENT!



MR. LLOYD BLACK

Retired on Wednesday, January 4, Lloyd Black of the Sausage Workroom, had served since March of 1929 with the Company—almost 27 years. On behalf of the staffs of Third Floor Meats and the Sausage Workroom, Mr. M. Morrow presented Mr. Black with a swivel T.V. chair. Numerous personal gifts also accompanied the good wishes of all his colleagues, and flowers were sent to Mrs. Black.

Also retired, on December 31, **MR. M. COLLINS** of the Photographic Workroom. With service dating back over 16 years, Mr. Collins had served with various sections of the Drugs before going to the Workroom where he had been for many years before retiring.

To both these Eatonians, all good wishes for long, healthy, happy retirement.

EATON'S MIXED FIVE-PIN LEAGUE

By VERA McCAW



Now that things have begun to settle down and Christmas and New Year events are history, let us take a look at our bowling:

With all reports not in as yet, we find the Sparklers leading Division One; in Two, Tryhards and Buffalers tied with 13 wins; in Three, Ripsaws and Budgateers tied with 12; in four, W-Niners in the lead; in five, it's the Minx out in front; and in six, the Sir-loins well on top with 15 wins.

Browsing through the old record books to compare records and top averages, I came upon these scores for around '36-'37: Mr. Montford was high for the men with a 203 average and Miss

Morris topped the ladies with 180. Some of the records with handicap were: Women's high single, Miss Hollins 311; high three, Miss Brierley 759. Men's high single, Mr. J. Merrett 389; high three, Mr. W. Liver 863.

It was also around this time that the trophy for league championship came into being.

* * * *

We were certainly due for some high scores in this season's play—and here they come:

Division One—M. Beer 840 (317, 311); J. Green 804, 783, 743 (318, 293, 261); V. Legace 793 (329); B. McQuarrie 783, 701 (361); T. Kimak 779 (394); S. Sigvaldason 773, 720, 703 (285, 273); B. Milne 773 (350); E. Turner 763, 722 (308, 278); B. Robinson 757 (291); C. Saunders 754 (293); S. Young 751 (293); A. Farquhar 733 (279); A. McCaffrey 722 (273); G. Quinn 713 (308); B. Adamson 703 (276); L. Jackson 701 (293); E. Wall 695 (275); L. Waddell 694 (261); J. Lawton 693 (284); B. Meiklejohn 678 (256); D. McColl 655 (255); B. Clarke 306; M. Matthews 288; G. Firth 276; B. Maskell 261.

Division Two—A. Wright 863, 740 (307, 301, 300); H. Chittick 758 (293); C. Napier 750 (289); A. Longmuir 744 (337, 266); B. Liver 741, 700 (269, 266); P. Fellowes 732 (261); W. Mills 719 (342); D. Pankhurst 716 (273); E. Hewitt 707 (282); G. Niven 705 (278); B. Insch 684 (243); D. Chambers 681 (246); P. McDowell 662 (261); A. Harrop 652 (293); S. Emerson 257; G. Niven 303; R. Evans 283, 274; I. Daniels 263; R. Lemoine 250.

Division Three—J. Fairhall 781 (338); G. Canella 754 (277); S. Houston 722 (307, 291); F. Swonnell 707 (280); O. McReynolds 696 (313, 298); G. Huntington 688 (288); N. Henry 671 (258); R. LeClair 651 (273); J. Day 651 (232); H. Tarry 651 (258); M. Barker 643 (251); J. Hobday 642 (250); D. Clague 652 (345); F. Koslok 247; H. Brown 245.

Division Four—J. Beech 792 (299, 276, 217); D. Mackie 771 (274, 265, 232); B. Hogg 730 (268, 266); E. Bowyer 719 (320, 281); M. Bell 699

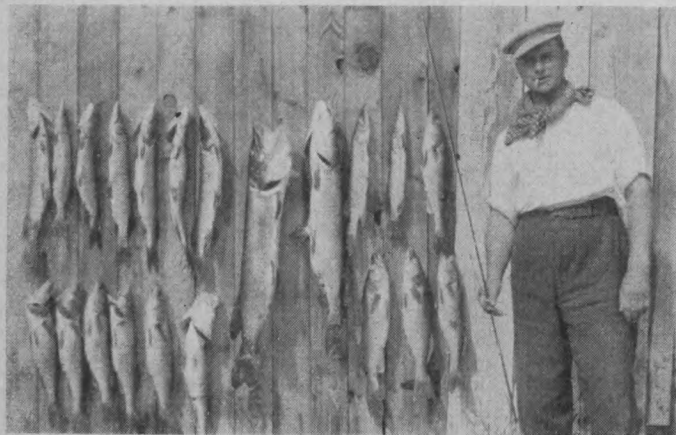
(296); A. Thauberger 696 (265); N. Shulhan 695 (281); J. Kirkwood 689 (345); R. Lowe 683 (308); Bill Mitchell 667 (254); H. Neufeld 648 (245); D. Monchak 634 (243); L. Browne 633 (246); P. Smart 632 (218, 218); I. Hastman 628 (230); S. Olson 625 (229); M. McKenzie 623 (266); L. Sanderson 619 (220); T. Wicklund 613 (265); G. Forster 296; B. Dancer 242; N. Hawkhead 255.

Division Five—L. Hollingworth 655 (263); T. Black 649 (287); D. Heiland 614 (224); L. Crozier 608 (286); J. Stancove 605 (261); J. Stewart 255; P. Anderson 252; H. Trafiak 200.

Division Six—F. Taylor 804 (296, 273, 235); B. McAlpine 758 (305); E. Smith 724 (276); D. Olford 690 (258); B. Miller 670 (262); D. Erickson 620 (225); M. Maguire 616 (260); B. Orum 615 (279); C. Forrester 306; K. McAdam 275; J. Scaleta 267; A. Dingle 258; D. Walker 250; H. Cole 243; J. McGee 240; W. Copeland 237; F. Manasterski 234; J. Marino 229; R. Melanson 220; J. Boratsky 219; M. Sinclair 216; R. Mark 215; H. Mensforth 216.

Oddities Corner—Division Four holds undisputed possession of this corner with Percy Cook showing rare skill (?) by sparing a head pin and Al Sizeland being classed as "The Most Monotonous Bowler of the Evening" with scores of 223, 223, 223 for a 669 total.

In closing would just like to say to Dave Mackie: "Glad to hear you are responding to treatment Dave, and that by the time this goes to press you will be convalescing at home." (Visitors welcome, but be sure to phone first.)



"Come Spring,"

says Jack Cheale, retired Eatonian, "come spring, the Eaton anglers will be after those fish they are now discussing and describing and planning how to catch. Well, here's something for them to beat!"

Our picture shows Jack, quite a few years ago (1929), with a catch of pike and pickerel he got between 4 and 6 a.m. at Crooked Lake, Qu'Appelle Valley.

In these days of limits we hate to say the total poundage, but we fancy a lot of people got fish suppers that day!

Departmental News from the Store

BASEMENT STORE

Hardwares, Toiletries, etc.—By M. McCance

Sorry, just didn't get this in the Christmas issue. Two new diamond rings flashing in our department, Miss Pauline Singh (Drug counter) received hers from Mr. Rae Daniels, and Miss Joan Tuck (Hardware) from Mr. Allard Hupe.

Pleased to report that Vera McGurru, Neckwear Section, was able to be back with us prior to the holiday season, well recovered from her appendectomy.

Foodateria—By Ruth Berg

Over the Christmas holiday five of our girls came in with sparkling diamonds: Shirley Girouard received her ring from Ron Peterson, Anne Cutting from Jack Holmes, Olga Holyk from Joe Materick, Shirley Barton from Alfred Fillion, Marie Jensen from Art Proulx.

Over the New Year week-end Shirley Teslo received a lovely diamond from Bill Pemkowski. Congratulations to them all.

Basement Fruits—By D. Jenner

Congratulations to Mr. Albert Walker on reaching his 30th anniversary with the Company. On behalf of his fellow-workers Mr. A. Alexander, manager, made the department presentation of a torchere lamp and a Shaeffer pen and pencil set.

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MAIN FLOOR

Drugs—By C. O'Kelly

We were impressed with the beautiful ring worn by Muriel Britton (Order Board) when she returned after the Christmas holiday. The lucky man is Arnold Bremner. Best wishes!

We are glad to report that Bob Gardner (Filling Room) has a clean bill of health from his doctor after his short stay in hospital.

We regret to see these friends leave us. Mary Dutchak, Max Factor demonstrator is going to California to make her home. Beverley Bella, Yardley demonstrator, is leaving for Toronto, and Alice Carter for reason of health. We shall miss them and hope they will keep in touch with us.

Notions—By V. Gillespie

Our annual Christmas party was held on December 14, when we had a smorgasbord at Vasa/Lund. It was a most enjoyable evening and our thanks go to Mr. McDiarmid and his capable helpers for making the occasion such a big success.

Congratulations to Irma Holliday who received her diamond for Christmas. The lucky man is A.B.C.K.I Donald Hay of H.M.C.S. Trinity.

Sorry to report that as we write Hilda Haden is in hospital. Every good wish, Hilda, hope your stay there is short and you'll be back with us soon.

Candies—By J. Newcombe

Sorry to say good-bye to Mrs. Elsie Redekop who left us to make housekeeping her full-time job.

Welcome to our two new staff members, Doreen Karsouf and Margaret Johnson.

Books and Stationery—By M. C. Lawton

Engaged: Pauline Kaethler to Jake Janzen of Vancouver.

Out of town for the Christmas holiday: Jessie Stokes to Shilo and Barbara Kent to Kenton.

Our deepest sympathy to Lilian Brigham on the loss of her infant granddaughter.

Men's Clothing

The annual Christmas party of Men's ready-to-wear, made-to-measure, custom tailoring and tailoring workrooms was held at the Marlborough Hotel on Tuesday evening, December 13. About 90 were present and the reception, dinner and dance made up an eve-

ning that we all agreed was, in today's words, "the most." Thanks, Messrs. Colclough and Sytchuk for your work in arranging this very enjoyable time for us and our wives.

By the way, that photogenic athlete of ours, George Glazier, did it again! He was on his way over to the Marlborough with decoration material in a great big box when the Tribune photographer caught him as a "busy Christmas shopper." George says that the rumour he followed the photographer for a block in order to get snapped is definitely not true!

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SECOND FLOOR

City Inspectors—By A. Kuhlman and J. Gray
Wedding bells have been ringing loud and clear in our department.

Our best wishes to Gladys Wold who was married to John Chudd in Gimli on November 26. On behalf of the department Mr. Johnstone presented Gladys with a beautiful mirror. A shower was held in her honour at the home of Joan Culleton where she received bedding and linen.

Dorothy March became the bride of Roy Lowe on November 30. Her gift from the department was a lovely mirror and some linen. Much luck in the future, Dorothy and Roy.

Gladys Stewart wed Ken Nixon on November 19 at St. Alphonsus Church. Gladys was presented with a lovely mirror on behalf of the department. Best wishes for the future.

Dorothy Walbridge is now Mrs. Frank Warenko. A shower was held in her honour where she received a waffle iron. From the department she received pots and pans. Our heartiest wishes go out to her.

Shirley Folk left November 12 to become the bride of Mr. Abe Falk. A mirror and linen was our gift from the department. Lots of luck, Shirley and Abe.

Grace Slamp wed Mr. Art Burgess. She received lovely linen from the department. Best wishes for future happiness!

Doris Vandel is looking very radiant after receiving a beautiful diamond from Frank Muzychka. Congratulations, Doris.

Service Bureau—By A. Kuhlman

Miss Janet Gray's eyes are sparkling as brightly as her beautiful diamond ring. Our congratulations. The lucky man is Harry Cann.

Mrs. Marge Campbell formerly of our office, and her husband were blessed with the birth of a baby girl. Gail Ellen weighed in at 8 lb. 12 oz. Congratulations to Marge and George.

Personnel, Staff Offices

Vital statistics were the chief topic here just around Christmas, with Editor Bill Gray being blessed with another grandson (Duncan Ewart Norquay) on Wednesday, December 21, and Mike Dutchuk coming in all smiles to announce the arrival of a winsome baby girl (Marilyn Carol) on CHRISTMAS DAY!

All Personnel divisions met on the morning of Saturday, December 31, to bid adieu to Betty Dowler who left us to become the bride of Mr. Peter Redmond. The marriage is planned for February 8 at St. Andrew's Church. Mr. Fred Eades did the honours, congratulating Betty on her good work and fine co-operativeness and presenting her with the staff's gift of an electric fry pan.

We were all sorry that Betty Meiklejohn had a bad bout with virus bugs over the pre-Christmas and holiday time. She managed to "perk up" by New Year and we are glad to have her back with us and feeling much better.

* * *

THIRD FLOOR

Hardware—By H. Smith

Congratulations to Sylvia Thibert and John Kohat on their Christmas engagement.

We extend deepest sympathy to Mr. and Mrs. S. Belsher in the loss of their new-born baby.

On Saturday, December 10, our annual Christmas party was held at the Knights of Columbus Hall. Once again the "Four Tools" in the persons of G. Quinn, S. Bailie, J. Canty and S. Belsher sang a ballad to 253 to the tune of "Jingle Bells." This was a great favourite with the crowd. Four "old men," imported from the "Hardware Old Folks' Home," gave us their impression of their earlier days in the Hardware Department. Norm Locke did a fine job as M.C. A delicious buffet luncheon was prepared, and a good time was had by all.

Meat Department—By Hilda Mensforth
 Congratulations to Tommy Money, Sausage Kitchen, on reaching his quarter-century—celebrated on December 31 for January 2. Also on his succeeding Mr. Black as section head of the Sausage Workroom.

Good-bye and best of luck in health and happiness to Lloyd Black, Sausage Workroom section head, who left us for retirement on January 4. * * *

FOURTH FLOOR

Beauty Shop—By S. Proctor

December 10 was a wonderful day for Florence Souka when she received her engagement ring from Mr. Donald McLean. All our congratulations!

Welcome to our new barber, Marcel Parisien. May your stay with us be long and pleasant, Marcel!

Well, here's a picture of the happy group who enjoyed our Christmas party held December 17 at the Chatterbox. Our genial manager, Mr. Bessette, did a grand job tooting the clarinet and sax. Everybody had a lovely time and they all greatly enjoyed the dance — why not, with such good music? How soon can we have another party? We like them!

Congratulations to Mr. and Mrs. F. Coleman on the arrival of their brand new baby boy, January 5.

Best wishes for long and happy wedded life to Mr. and Mrs. Donald McLean (formerly Florence Souka, our hairdresser). They were married on Saturday, December 31. A shower was held at the Homestead in honour of the new bride, where Florence received many lovely gifts.

Dresses—By E. Buffie

We extend our heartiest congratulations to Mrs. Gertrude Gregory (Women's section of the Dress Department) on her good fortune in being remembered by a customer in a legacy. This customer's deep appreciation of Mrs. Gregory's helpful interest and cheerful, courteous service shows just how important friendship and good-will can be between customer and salesperson.

We rejoice with you, "Greg," and are very proud of you.

Women's Coats and Suits—By M. I. Bowen

On Saturday morning, December 31st, the department staff gathered informally to honour Mrs. Bernice Eakin who was leaving us to concentrate on her duties as a housewife. On behalf of the department Mr. G. Scrivener presented Mrs. Eakin with a gift of silver flatware.

In Bernice's honour Miss Eba Cummings entertained the girls of the staff earlier in the month. Everybody enjoyed the games and contests convened by Mrs. N. Scott and Mrs. H. Kane. The guest of honour was showered with personal gifts. Our hostess served a delicious lunch which brought a very happy evening to a close.

We will all miss Bernice's smiling face. As head office girl she had the happy faculty of keeping everything on an even keel. We wish her great happiness in her new career.

FIFTH FLOOR

Children's Wear—By F. Kellett

Congratulations to Anne Feduick on receiving her diamond on December 5 from Pete Kolochuk.

Frances Terry and Bernard Gall were married December 23. Frances received kitchenware, an electric kettle and pop-up toaster from the staff and management. Congratulations and best wishes.

It is nice having Mr. Barnsdale back with us. May this New Year bless him with abundant health.

Boys' Clothing, Furnishings

December 11 was a notable day for Mr. and Mrs. C. R. Staples, as their second daughter, Laverne, was married that day to Mr. Charles Alex in San Antonio, Texas. The happy young couple will reside in Luling, Texas.

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SIXTH FLOOR

Carpets—By G. McLean

On December 10 a curling party was held at the Eaton Curling Rink which all who attended voted a huge success. Veteran curlers and some who had never touched a curling stone played side by side and all enjoyed themselves. Thanks to Joe Reid and Art Baker for organizing the party.

Omitted last month to give a very hearty vote of thanks to Eileen Ferguson and Bill



Andrew for all the hard work they put into arranging the party for George Douglas.

Sorry to report Bert Philpott off sick at this time. Hope he will soon be feeling well and back with us.

General Office

Congratulations to the following girls in the G.O. who recently became engaged: Bobbie Smullen to Lew Coulter, December 10; June Black to William Bambrick, December 21; Joan van Leeuwen to Carl van Heyst, December 24; Earla Graham to Donald Gibbons, December 25. Congratulations to the lucky fellows!

Draperies—By H. Pilling

Congratulations to these new fathers: Owen Davies—a fine, healthy boy, Geoffrey Owen; Archie Livingston—a sweet little daughter, Deborah Anne.

* * *

EIGHTH FLOOR

City Ads—By R. MacKay

On December 3 Miss Helen Crawford was married to Mr. Arthur Slater of Winnipeg, and we extend our best wishes for years of happiness. Helen's wedding gift from the department was an electric frying pan.

We welcome Miss Jean Solylo to our accounting section, Mr. Garth Gislason to copy writing, and Les Thompson, our new office boy.

We miss Mrs. Kay Tomchuk who has left us to become a full-time homemaker.

Budget Plan—By B. Wright

Congratulations are the order of the day for Misses Shirley Young, Joan Dixon, Barbara Peabody and Betty McDonald who all received lovely diamond rings.

Best wishes and much happiness to Alice Bale who became the bride of Walter Waruck on December 31 in St. Vladimir and Olga Cathedral. Mr. W. J. Freeman presented Alice with a lovely gift of kitchenware from the department and her many friends.

Everyone had a wonderful evening at the St. Charles Grill where our office Christmas party was held. Turkey dinner, gifts and Santa made it a very happy event. A hearty "thank you" goes to our social committee for all their work in making this a success.

Good-bye and good luck to Mrs. Pat Sones as she leaves to make housekeeping a full-time job. Pat's gift from the girls was sheets and pillow cases. We were also sorry to say good-bye to Mrs. Thor Prost and Mrs. Ruth Newman. All the best to you guys!

We are sorry to report that Gerry Lombaert is still away ill. Hope you will be back with us again soon, Gerry.

Sales Audit—By Pat Giles

Congratulations to Doris Zeke who received a beautiful diamond from Blair Harper.

We hope that Pat Dick and Lorraine Muloin will be back with us when this appears.

Good wishes to Vi Gledhill who left to make housekeeping a full-time job.

Sorry to say good-bye to Sharon Hall who left December 24 to become a nurse. Sharon was presented with a travelling case.

Our sincere sympathy is extended to Beverley Mudrick in the loss of her father.

* * *

LIGHT, HEAT AND POWER

By J. G. Anderson

When New Year's resolutions get started in our shop,

The boys get most prolific and don't know when to stop.

The promises and vows they make are sometimes void of reason,

But then, of course, we must endorse the spirit of the season.

Al Whittle says he has resolved the Bombers must come through,

There'll be no effort spared, says he, to propagate this view;

And if by chance they let him down, though this is quite remote,

He'll raise the ante higher still and on his idols dote.

Messrs. Bergman, Vincent, Carr and Preece have solemnly resolved

They'll be the curling champs this year or be from blame absolved,

Due to the softening of the ice, or straws beneath their broom

And not from lack of proper weight which really seals your doom.

And so the resolutions go, so many and so varied,

That will within the mind of each not likely long be carried;

But it's a pastime we enjoy though but a fleeting token,

And we derive some pleasure there before each one is broken.

But deep down in each humble heart, and we're sure all concur,

If we can hold all that we've got, we're happy where we were.

We do not seek the pot of gold, where searching does not cease,

Unless it bring us happiness and health and lasting peace.

* * *

ELEVATOR UPS AND DOWNS

By Aldous Brow

Congratulations to Mr. and Mrs. Al Evans (the former Helga Austman) who became proud parents of a baby girl December 29.

Inez Yates is back with us after her short stay in hospital. Nice to see you back, Inez!

Our best wishes go with Peter Showstra and Dorothy Enns who recently left our de-

partment. Peter went back to Holland with his family, and Dorothy, who left on a trip with her parents, was presented with a travelling case by Mr. J. Sutherland.

Thanks to all the former members of our staff who sent us so many Christmas greetings. To one and all a Happy New Year.

We extend our deepest sympathy to the family of Mr. L. (Jimmy) Wildman, a very popular member of our staff who recently passed away.

Mail Order Department News

SECOND AND THIRD FLOORS M.O. Packing and Money Returns

By F. Spice

Congratulations to Mr. and Mrs. W. Price on the birth of a daughter on Saturday, December 17, at Grace Hospital. She is to be called Wendy Jean. She weighed 8 lb. 5 oz. Mr. Price is in 122C Department.

Congratulations to Mr. and Mrs. W. Brown on the birth of a daughter on December 16. Her name is to be Karen Lee. Mr. Brown is in 122D Department.

Congratulations to Miss Shirley Decock of 122D who received a lovely diamond ring from Paul Krawchuk on December 24.

Congratulations to Miss Adele Schade of 122A who received a lovely diamond ring from Marshall Johnson on Christmas Day.

We wish Miss Anne Fast the best of luck in her new position.

* * *

FOURTH FLOOR

M.O. Hardware—By B. Landry and P. Muzik

Best wishes for a speedy recovery to our popular assistant, Dave Mackie, who is at present in Grace Hospital.

On December 19 our department's annual Christmas dinner was held at the St. Charles Hotel where a good time was enjoyed. After a delicious supper of fried chicken, Santa and Mrs. Santa (in the persons of Jimmy Baines and Polly Muzik) handed out presents and kisses. The evening ended pleasantly with a melodious, though sometimes off-key sing-song.

* * *

SEVENTH FLOOR

M.O. Budget Plan—By Janet Britain

Another bride from our department this month was Pat English. Pat left on November 26 to exchange vows with Barry Hughes. She was presented with a lovely tea set and a corsage by the department.

We see that old Dan Cupid has been up to his old tricks again. Quite a few girls walked in this month with arrows through their hearts and sparkles on those all-important fingers. The girls and their lucky fellows are: Eunice Gall and Art Pearson, Joan Walker and Garry Schultz, June Magnusson and Vern Pommer, Sheila Hume and Bob Tilley, Barbara Boden and Lionel Rocan, Isabelle McInnis and John Demeule.

Hope you all had a very happy Christmas and here's to a Prosperous New Year!

Our sincere sympathy is extended to Myrna Early in the loss of her grandmother.

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EIGHTH FLOOR

Salesroom, Mailing List, etc.—By M. Beck

Since we last reported, many of our girls are wearing diamonds: Beverley Turnbull, June Thomas, Vicki Habuza, Jan Morris, Stef-fie Steffishen and Mary Rempel.

On November 26 Reta McBurney left to become the bride of Mr. Bill Halberg.

Barbara Black left to take the wedding ring on her finger on December 3.

Glad to see Joe Ness back at her desk.

Salesroom, Mailing List, etc., Continued

Our last bride of 1955 was Jean Campbell who left Wednesday, December 28, to start the new year off with wedding bells. Her marriage took place on Saturday, December 31. Lots of good wishes, Jean.

Sorry we still have Pearl Chapman away ill and we hope this New Year will be a better one for her.

Jean Atkins and Helen Helland are also away ill. We hope to see them both back soon.

M.O. Correspondence—By Susan Filteau

On December 15 Shirley Dusenbury walked in with a lovely diamond on that all-important finger. The lucky man is Clarence McLeod.

On December 28 three more girls walked in with lovely diamonds. Belle Terwin received hers from Dick Pearson, Evelyn Jablonski from Delbert Bebee and Ursula Eichler from Rudy Weiner. Congratulations, all!

M.O. Adjustments and Postal Investigation

All our sympathy to our Contacts' correspondent, Judy Baynes in the loss of her brother on December 2. Also to Gordie Graham in the recent loss of his sister.

M.O. Copying—By M. Shepherd

Joan Dicks left to reside in The Pas, Man. She was presented with a pair of earrings from the girls.

Congratulations to the following girls who received lovely diamonds for Christmas: Jennie Jeffrey from Don Pearson, Ruth Rach from Harold Froehlich, Norine Zayots from Jim Wilson, Denise Borse from Erv Neubauer and Adele Bazer from Hubert Baltesson.

M.O. Exchanges—By M. Davies

Our best wishes to Ursula Sommerfeld who received a lovely diamond from Harold Striefeler on December 17.

The exchange staff extended congratulations and best wishes to our very charming Wilma Todd who was married to Les Scott at Chalmers' United Church on December 17. Our gift to the bride was an electric pop-up toaster.



Merchandise Office

Here are a couple of glimpses of some of the scores of people who gathered at the Paddock on the evening of Friday, December 2. The party was in honour of Margaret (Peggy) Begg's quarter-century (see page six).

M.O. Cashiers—By E. Norton

On the evening of December 16, the department held a Christmas party at the Paddock. After a delicious turkey dinner they had a gay time dancing.

Congratulations to two members of our staff who received lovely diamonds. Beverley Stratchuk became engaged to Morris Bakun and Erma Liebrecht to Alan Ryan.

NINTH FLOOR

Jewellery and Watch Repairs

Our sincere sympathy is extended to Jack Graham who suffered a double bereavement on December 20. Jack's sister, Mrs. Nightingale, passed away in Toronto, Ont., and his aunt passed away the same day in Carberry, Man.

New Year's greetings are extended to all of our retired folks. We wish them a year of happiness and good health.

PRINTING PLANT

By M. Torrance

We extend heartfelt sympathy to Mr. E. Small in the loss of his daughter, and to Mr. Boulthée in the passing of his wife.

"THANKS, EATONIANS, FOR MANY GIFTS!"—The Legion

From retired Eatonian Mr. O. W. Barker, Great War veteran who was in charge of the Legion Christmas Tree in our Store this season, we have received gracious words of thanks to pass on to all our readers.

As donors know, details of givers and gifts are taken at the Tree to enable better disposition among the hospitalized service men and women. Not only was the quota of gifts appealed for finally reached—but he noticed Eatonians individually ranked high in numbers among the donors, and 48 Store and Mail Order department groups sent over bundles of gifts.

RECENT APPOINTMENTS

Winnipeg, Man.

New Department — W1172 — Central Warehouse:

MR. H. G. JEPHSON, manager;

MR. W. PATTERSON, department manager.

Calgary, Alberta

General Office, Customs and Traffic, Sales Audit, Head Cashiers and Employees' Savings, Cashiers, Wages Office, M.O. Order Office, Post Office, Personal Shopper:

MR. J. A. GIBSON, manager;

MR. J. CRUICKSHANK, department manager.

Budget Plan, Deposit Account, Charge Account, Revolving Credit, Contract and Institutional Contract:

MR. J. A. GIBSON, manager;

MR. G. C. HARGRAVE, department manager.

General Office and Customs and Traffic:

MR. A. MORROW, assistant.

Sales Audit:

MISS W. DONALDSON, assistant.

Head Cashiers and Employees' Savings:

MR. L. MORGAN, assistant.

Wages Office:

MISS M. BJORNSON, assistant.

Budget Plan:

MR. E. SCOTT, assistant.

Edmonton, Alberta

Department E270 — Furniture, Sewing Machines, Beds, Springs and Mattresses:

MR. R. MILLER, department manager;

MR. J. M. DOWELL, assistant.

Wetaskiwin, Alta., Order Office

MRS. HELEN KIRSTEIN, in charge.

Smithers, B.C., Order Office

MISS ROSA LANGSTON, in charge.

Not Just at Christmas . . . but All The New Year

. . . is when we benefit from giving Good Service, Courteous Attention and Merchandise Knowledge to customers day in, day out! To the Eatonians whose service is commended here by our customers, our acknowledgement for notable achievement. We know that for one customer who writes or phones, there are many thousands who simply repay Eatonians by coming again and again to shop here.

"Being a business girl, I found the time at my disposal for trousseau shopping very limited. I would like to compliment Miss Faye Johnston of the Young Moderns Department, whose assistance was invaluable. Also, Mrs. Lucille Johannesson of the Millinery Department, so helpful in the designing and making of my headdress. It was certainly a pleasure to do business with your Company."

"We are just an old Norwood couple—84 and 87—but after a shopping trip to Winnipeg's finest shopping centre, we feel that the world is full of nice people. We may be a bit harder to wait on than some, yet had nothing but the most gracious and courteous treatment from Eaton staff."

From a Brandon customer: "I have never had the pleasure of dealing with a more courteous and obliging clerk, No. 19, Records (Miss Pat Murphy). I have been in a lot of stores in Canada and the United States but never met her equal."

"An incident concerning one of your drivers who found, and returned, an endorsed cheque to us (lost on Corydon Avenue). My husband and I were very grateful and would like to congratulate you, 'The Company,' on the honesty and integrity of this driver. He had trouble, we know, contacting us by phone and then called back with the cheque after he finished his route — and did not leave his name."—Our sincere compliments to Mr. M. Davey, Delivery.

From a retired Home Economics teacher, whose own experience was teaching efficiency to others, our Superintendent's Office received a handsome compliment to pass on to Eaton's staff for outstanding courtesy and kindness. Particularly, said the customer, for the quick and effective handling of telephone orders.

"Recently we furnished a suite completely with merchandise from your store. Miss Buchanan of the Interior Decorating Department rendered invaluable service, and it was partially on behalf of her efforts we purchased the items from Eaton's to a total of several thousand dollars. We have had many nice compliments on our furnishings."

"I was waited on by a young salesman, No. 13 (Mr. L. C. Clarke, Children's Shoes). The understanding and patience he had with my two children was wonderful, and his manner very polite."

"My little girl, who is five years old, heard about your Christmas Tree on the radio and asked me to send the \$2.00 that she received in one of her cards, as it might help some sick man in the hospital. I do hope it helps a bit. Wishing you all a merry Christmas.—Mrs. Kuss, for Valerie and Dannie."

The driver had a toboggan to deliver yet trudged through the heavy snow to the door to inquire first if the children were out before bringing it in, as it might be a surprise gift. An extra service worthy of praise.—Driver Bob Waddell.

"... Have been in most Canadian and U.S. large department stores, found no washrooms to compare with Eaton's for cleanliness and tidiness—referring especially to the room and attendant on the store's second floor. Such services are much appreciated by customers."

"Dear Mrs. Church," (Coats and Suits) writes a customer, "I am going to keep the black-and-wine coat. . . . My mother said it is very nice, especially the colour. Thanks very much for convincing me to keep this one which I really admired."

From Mr. Wish Houston (Eatonian retired), a phone call to Contacts. When both his car and the tow truck he had engaged were stuck in the lane's deep snow, the crew of a big Eaton truck came across and, by a skillful "heave-ho" or two, got them both rolling. Unsolicited help — but very much appreciated!

"And Then, to Top It All . . ."

A customer phoned to congratulate Eaton's on the nicest surroundings for shopping and also on the wonderful service by a most efficient and courteous staff. Then, the added touch was when she phoned Toyland — her small daughter was sick and couldn't come to see Santa—"and Eaton's driver brought a Punkinhead book to her; the little girl was thrilled as she is saving the series."

Greetings from Retired Eatonians

Contacts is pleased to pass on to Winnipeg Eatonians the season's greetings from our readers—some from very distant points:

Mrs. M. Jacques, Winnipeg.

Mr. Phil Benest, Channel Islands, Britain.

Mrs. E. Smith, N. Buxaby, B.C.: "When Contacts arrives nothing is done around the house until I have read it from cover to cover . . . so much interesting news."

Mr. R. Lamonton, Vancouver.

Mr. and Mrs. George and Linda Smith, St. James.

Fred Piper, Vancouver: "Thanks for Contacts; wonderful to be remembered; find it very interesting reading—like a letter from home."

Newsy November letter from Mr. J. W. Pidgeon, mentioning among other things, "Arthur Daw and myself went this morning to a Legion church parade—no need for topcoat or raincoat. . . . Glad we escaped the floods which hit West and North Vancouver."

Mr. Arthur H. Daw, Vancouver: "Since retirement Mrs. Daw and I look forward to its interesting pictures and items. . . . Both enjoying life here."

And from Spendale, Australia, Mrs. Jennie Kelsey (Jennie Wilson, M.O. Piece Goods) sends a folder inviting us to the Olympic Games at Melbourne in November-December, 1956. In fact, inviting any Eatonians who go there to call in on them—just an hour from Melbourne. "Friends send me their copy of Contacts which I read from cover to cover."



In Memoriam

LEONARD (Jimmy) WILDMAN

In '52, at the time of Jimmy's 40th anniversary, the editor of *Contacts* mentioned him as being "one of *Contacts*' most faithful helpers." That continued right up to his sudden passing on Wednesday, December 21, at the age of 63. Mr. Wildman was well known and well liked, always ready with a cheery word and a joke for all his elevator passengers. He was a veteran of the first World War, and a member of the Foresters Order. To his widow Clara, daughters, son and foster son, and surviving brothers and sister, the deep sympathy of his many Eaton friends in their loss.



MRS. CAROLINE EMILY HANSEN

Mrs. Hansen passed away Tuesday, December 6, at the age of 51. A post office worker in Saskatchewan in her earlier years, she had helped our Store Post Office for numerous seasons since 1949, and was on regular staff since 1952. Mrs. Hansen was a member of the Eastern Star Masonic Order; of the Ladies' Auxiliary of the Brotherhood of Railway Trainmen; past Noble Grand of Vimy Rebekah Lodge and past president of Rebekah Assembly of Saskatchewan. To her husband William, her daughter and her mother and sister, we offer the condolences of Eatonian friends.

MRS. LAURA MAY LANE

Mrs. James A. Lane (Laura May) was employed this season as extra staff in the Glove Department, and the news of her death on Wednesday, December 21, in St. Boniface Hospital came as a sad shock to her colleagues. Mrs. Lane was in her 58th year, and is survived by her husband and three brothers who have all our sympathy in their bereavement.

Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Father

Mr. Pat Fox.....M.O. Music
Mr. E. Whalley.....Cash Office
Mr. A. W. Chapman.....M.O. Packing
Miss P. Haywood.....M.O. Packing
Mr. W. Steeds.....Furniture Delivery
Miss B. Mudrick.....C.O.D. Clerical
Mrs. E. Manson.....Draperies
Mr. F. A. Timpson.....M.O. Packing
Mr. A. Vincent.....China
Mrs. S. Bochen.....Men's Clothing
Mrs. H. Kane.....Coats, Suits
Mr. J. Syta (Stepfather).....Delivery
Miss E. Norton.....M.O. Cashiers
Miss T. Thomsen.....M.O. Money Returns
Miss M. Thomsen.....Foodateria
Mr. F. N. Cowley.....Sporting Goods
Mrs. M. Forzley.....Telephones

In the Loss of a Wife

Mr. G. Wills.....Customers' Decorating
Mr. J. Lawrence.....Sporting Goods

In the Loss of a Husband

Mrs. E. Geronney.....Sportswear
Mrs. M. Davey.....M.O. Cashiers

In the Loss of a Mother

Mr. Eugene Kyle.....M.O. Toys
Mrs. R. Roe.....Drugs
Mrs. W. Henry.....Hosiery
Mr. J. Sutherland.....Elevators
Mrs. R. Collins.....Women's Footwear
Mrs. F. Delaney (Stepmother)
City Inspectors
Mrs. F. Gesel.....Restaurant Bar
Miss E. Buffie.....Women's Dresses
Mr. C. Buffie.....Painters
Miss D. Marshall.....M.O. Money Returns
Dr. J. E. Sinclair.....Store Chiropodist

In the Loss of a Brother

Miss J. Baynes.....Postal Investigation
Mrs. G. Kelly.....M.O. Coffee Bar
Mrs. H. Wickberg.....China
Mrs. B. Shapansky.....Carpet Workroom
Miss M. Pitman.....Hosiery

In the Loss of a Sister

Mr. A. Eamer.....Paints, Wallpapers
Mr. J. Graham.....Watch Repairs
Mr. G. Graham.....M.O. Adjustments

In the Loss of Children

Mr. A. Pratt (Daughter).....M.O. Packing
Mr. S. Belsher (Baby Son).....Hardware

Protect Yourself and Your Family *Against Hospital and Medical Expenses*

**Enrol in the Manitoba Blue Cross
and Manitoba Medical Service and
Pay by Convenient Weekly Pay-
Envelope Deductions at
No Extra Cost!**

Weekly rates are an internal arrangement of the Company, and are based on the Medical and Hospital Associations' monthly rates—52 weekly deductions to cover the usual 12 calendar-month payments.



HOSPITAL SERVICES

Can be subscribed for on an Individual basis or Family basis that includes wife and unmarried children under 18. Full details on circulars available in your department office or at Staff Relations Office, Second Floor, Store.

MEDICAL SERVICES AND SURGERY CARE . . . CHOICE OF PLANS

PLAN A—Medical and Surgery Care in Hospital Only.

PLAN B—Medical and Surgery Care in Hospital, Home, Doctor's Office.



Both these plans allow for Individual Subscriber, Subscriber and one dependent, or Family Contract with Subscriber, wife and unmarried children under 18. Full details available at Staff Relations Office, Second Floor, Store.

Next Eaton Group Opening is February 1 to 29, 1956

Applications, however, may be made at the Staff Relations Office beginning now rather than waiting until February 1st.

APPLICATIONS WILL BE FOR PROTECTION EFFECTIVE BEGINNING APRIL 1st, 1956

The plans are transferable to another group or a pay-direct basis should the subscriber leave The T. Eaton Company's employ.

Get Your Application in Without Delay to Be Sure of Getting

Protection in Effect April 1st

FOUR OUT OF FIVE PEOPLE ON THE STAFF AT EATON'S OF CANADA, COAST TO COAST, ARE NOW INSURED UNDER THE NEW EATON GROUP LIFE INSURANCE PLAN

With over 80 per cent of the total staff insured in the Eaton plan, the group policy is believed to be the largest ever written in Canada.

Eatonians may be interested in the fact that the plan was enthusiastically accepted by both men and women in every section of the Company's operation, from the smallest Order Office staff to the thousands in our big department stores.

In introducing the plan to us, nearly 2,000 members of the staff did an excellent job as department representatives, contacting their associates and explaining details of the plan. In addition, the staff of The T. Eaton Life Assurance Company, of Wages Offices and Personnel Departments did much extra work in putting the insurance into effect.

Announcement of the plan on September 15 followed an extensive study of group insurance plans, and from this a special policy was prepared which best met the needs of our large staff. Approximately 29,000 Eatonians have joined the plan which provides protection for their families and dependents in the event of the death of the insured. The insurance (which was offered us at such a low rate) is now in force and its benefit was fully realized within the first week the insurance was effective. Soon after October 1 two deaths unfortunately occurred among the group who had joined the plan and their families had this extra insurance to help them in their misfortune.

Some inquiries have been received regarding a change in beneficiary. The plan makes provision for such changes, and those in this area wishing to change their beneficiary should contact their T. Eaton Life Assurance agent, Mr. Parry F. Brigden, in Winnipeg.

Let's Make 1956 a Good Year for Safety

To help in that respect, we continue the short course in handling Fire Protection Equipment which we started in October and November editions last year.

Carbon Dioxide Extinguishers For Electrical, Grease and Oil Fires

These are distinguished by the funnel-shaped nozzle or horn as shown in the picture. Have some similarity in action to the liquid foam tanks described in the November issue, but Carbon Dioxide acts by smothering the blaze and shutting off air and oxygen that feeds flames. Also, being non-conductive of electricity, this is the type of extinguisher to use on small electrical fires as well as flaming liquids and greases in vessels or on floors. On small fires of any kind where large quantities of water are not demanded, they also work effectively.

To Operate—1. Pull Locking Pin and raise horn. 2. Squeeze lever to open valve. 3. Direct discharge at base of flames. Start at the front and play the discharge across and back and gradually force the flames off the burning surface. After flames are out, play discharge on the embers or surface to smother the heat. 4. NEVER PUT BARE HANDS INTO THE DISCHARGE SNOW.

The discharge has a range up to about 8 feet, lasts in the hand-size for up to a quarter-minute. These extinguishers in small size are good ones for car and boat equipment. Its contents do not freeze.

NOTE: If extinguisher is used in a confined space, be careful not to stay and inhale the gas.

